



For MEDIA ALERT

## Adobe Study: Trust in Brands Drives Consumer Spending

- 81% of Australian business leaders say that earning consumers' trust has become harder since the pandemic.
- 54% of consumers said they would stop purchasing permanently if a brand breached their trust.
- 72% of Australian consumers will spend more per year (\$700) with brands they trust, compared to the global average of 60%

**SYDNEY, AUSTRALIA – 21 June 2022** – Today, Adobe announced results from a study of more than 1,000 Australian consumers and 200 senior business leaders, which finds a strong correlation between brand trust and consumer behaviour. Among Australian consumers, 54% say they will stop purchasing from brands that break their trust, while a majority (72%) plan to spend at least \$700 more each year with trusted brands compared to the global average of 60%.

When asked whether they consider digital or in-person experiences to be more important in driving trust, only 16% of Australian consumers favoured digital experiences, compared to more than a third of APAC consumers (35%). This compares to 32% who say that in person experiences are more important as trust enablers, and 48% that say that both are equally important.

"The importance of digital experiences to a trust exchange has come into sharper focus, and the stakes are high. Done right, many consumers will reward brands with loyalty and spend," says Simon Tate, President, Asia Pacific, Adobe. "When trust is broken, most consumers will walk away permanently."

Despite the importance of building trust with consumers, the senior business leaders interviewed by Adobe suggest that earning trust is increasingly tricky, with eight in ten (81%) saying that it has become harder since the onset of the pandemic.

"Australian consumers' experiences over the past two years and rise of the digital economy are combining to shift the fundamental drivers of brand trust. More than ever, trust relies on brands' ability to make a positive impact, use data responsibly and deliver digital experiences on customers' terms," says Tate.

Thomas Barta, co-author of path-breaking leadership book 'The 12 Powers of a Marketing Leader' and one of the world's foremost thinkers on the subject of marketing leadership, said Australian businesses are facing a dual challenge.

"Customers enjoy a personalised experience but worry about sharing their data. Better personalisation and privacy may sound like competing targets but it doesn't have to be that way. As Adobe's latest research reveals, leading marketers are already providing highly personalised customer experiences, while using customer data responsibly," said Barta.

"When it comes to data privacy, the top spot for a company doing it exceptionally well, is still up for grabs. To get there, customers don't ask for too much. 83% of Australian consumers simply want to decide how firms used their data. 86% desire more transparency, and 63% asked that firms use their data only for what really matters: making the customer experience better," Barta said.

**Bridging the data trust gap**



Brands' use of personal data is a key driver of mistrust among Australian consumers. The research reveals that 74% are concerned with how their data is being used and 50% of consumers believe the benefits of providing their data to companies are greater than the risks.

The majority of consumers also say they'll stop purchasing from brands if they experience data governance failures. This includes 70% who would stop purchasing from a company that used their data without permission and 66% who would do the same if they experienced a data breach.

Despite this clear message from consumers, 94% of Australian leaders believe consumers trust them to keep their data safe and use it responsibly, and 79% say the benefits customers receive from companies collecting their data outweigh the risks.

### The role of technology in engendering trust

Australian consumers outline a number of factors that can both increase and decrease their trust in brands and enhance the digital experience, with technology playing a prominent role. Half surveyed say their trust in brands increases when technology is used to personalise their experience. However, 76% say poor personalisation erodes trust, with top examples including 'contacting me in a creepy way' and ignoring their preferences.

You can download the full *Adobe Trust Report 2022: APAC* report [here](#).

## Australia Trust Data.



### Less concerned about their data than other APAC locations

Australians are less worried than their APAC counterparts about companies collecting their data, broadly tracking the global average. They are also more forgiving if their trust is broken.



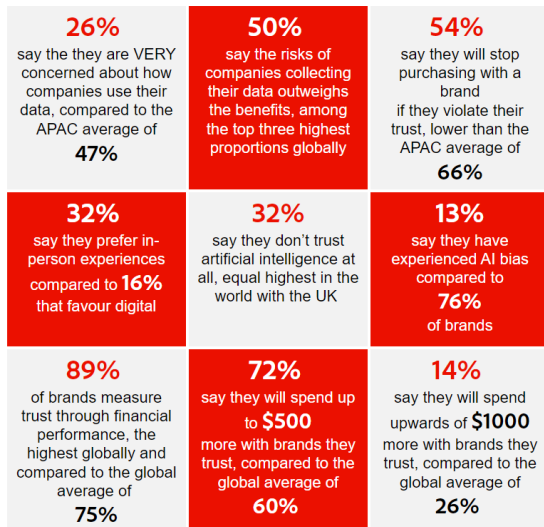
### Resistance to digital despite general adoption maturity

Australians have a clear preference for in-person experiences over digital when it comes to trust. The high level of distrust of AI may help explain that, although more than one in two see the potential for AI to improve brand experiences and AI bias isn't a factor for many.



### Brand equate trust with financial performance

More than any other location worldwide, Australian brands measure trust in dollars. Australian consumers, however, are less likely than many other locations to spend more with brands they trust.



### About the research

The *Adobe Trust Report 2022: APAC* report is part of the global Trust Report, highlighting the drivers, impact, and value of trust between consumers and brands. The survey was conducted by Advanis between January and February 2022, with responses from more than 1,000 consumers and 206 senior business leaders across Australia.

### About Adobe

Adobe is changing the world through digital experiences. For more information, visit [www.adobe.com](http://www.adobe.com).

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